Oracle’s Siebel Military 311 Solution

AT A GLANCE

- Service member/family communicator
- 24-hour service engine
- Mechanism to improve the look and feel of base operations
- Service member/family satisfier
- Budget-trimming, shared-service consolidator
- Revenue-generator
- Forecasting engine
- Safety and disaster resource
- Transparency machine for managing operations
- Political leveler/power redis tributor
- Tracker for housing issues and housing utilization
- Document provider for party out-processing

Oracle has built a consistent record of success in delivering consolidated service centers in major government entities using Oracle Customer Relationship Management (CRM) applications. This record applies across Oracle’s Siebel CRM, Oracle’s PeopleSoft Enterprise CRM, and Oracle E-Business Suite CRM product families.

Oracle customers have focused on bottom-line measures of success across the enterprise: improved service effectiveness, improved service and call-taker efficiency, improved constituent/employee satisfaction, and improved accountability. Collectively, they measure success in reduced 911 (emergency operation center like) emergency call center costs, call center consolidation across departments, first call resolution rates, service delivery efficiencies spanning departments, reduced duplicate dispatch, reduced time to resolution, and constituent/customer satisfaction measured through automated surveys, and more.

Moving beyond the core measures of success outlined above, government entities are finding that they are able to transform the way they do business and perform their core service functions. Oracle recognizes that a consolidated call center or service center vision for the military can focus on precisely these outcomes. Our experience with this platform in non-military 311 environments enables us to deliver core 311 service center functions expeditiously and cost-effectively. And going forward, the robustness, flexibility and scalability of the platform will enable us to address the full scope of what a military 311/CRM project produces. Oracle Siebel and Oracle Business Intelligence Enterprise Edition (OBIEE) provide three keys to delivering on a military 311 service center vision:

- **Broad and deep 311** service functionality in an easy-to-use package drives improvements in service effectiveness and efficiency.
- **Superior architecture and technology** maximizes interoperability with other key systems (such as GIS and other departmental niche applications), addresses sophisticated organizational collaborative relationships and security concerns, automates complete service member business processes, and provides scalability and performance.
- **Integrated performance management** enables military commands to manage service/family member service proactively and comprehensively through role-specific, interactive dashboards and real-time delivery of information and alerts.
Third Party Validation

Gartner concurs that Siebel is the leader in CRM customer service contact centers, as shown in the exhibit below.

Gartner Magic Quadrant – Contact Center and Service – Leader for 9 years

Creating the Consolidated Service Center Business Case For Defense

There are many variations of government 311 non-emergency call center programs across the United States. Since 1996, each implementation set out to meet specific goals and objectives as defined by government leaders. Since 2008 however, 311/CRM has evolved to become an integral part of governments’ operational and management processes.

Oracle has found that there are common roles and functions that a 311/CRM non-emergency service center solution can deliver in a military environment, such as a:

- **Service member/family communicator:** A convenient, consistent, high quality information disseminator - both push and pull. As many as 80% of calls will be to pull information from base operations – how to file a claim, where to vote, where to park, where to get flu shots. While soldiers/family query 311 for information on issues of the day, military operations find it invaluable to push information to base personnel and the community – ensuring the highest level of customer service and available information for soldiers and families.
- **24-hour service engine:** On some bases, a large majority of calls will be to request services – things to do on post, trees that need cutting, housing issues, potholes that need filling, graffiti that needs remediation. Service members and families use 311 to mobilize operations to take action on problems that bother them. Rear-detachment operations can ensure families and remaining soldiers are taken care of as units deploy including Family Readiness Group tie-ins.

- **Mechanism to improve the look and feel for base operations:** 311/CRM accelerates the pace of improvement. With easy access to operations, problems are spotted sooner, forwarded for action faster, clocked in to the workload queue, performance expectations are set, and results attained more swiftly. Helps assure results - whether a cleaner base, a lower-cost operation, a healthier base, or a more satisfied service member.

- **Service member/family satisfier:** Puts an end to blue pages roulette by helping users find and mobilize base services faster, and with less hassle. Provides no wrong door access, and a consistent military experience across all departments. Open when customers want it open, via a channel they want to use. A positive image-maker for base operations and its leaders.

- **Budget-trimming, shared-service consolidator:** A cost-saver for base operations from consolidations and integration of individual department or agency call center operations and overlapping service delivery.

- **Revenue-generator:** Can help base operations collect fees, and fines right away, over the phone, or via the web portal.

- **Forecasting engine:** Using analytics against 311/CRM data and departmental back office applications enables operations to see leading edge indicators of trends in critical service delivery areas -- crumbling infrastructure, drug-related base problems, and school safety issues. A hot button and over-the-horizon problem spotter.

- **Safety and disaster resource:** Lets operations push and pull information during crises tailored to the exigencies of the moment – a steam-pipe explosion, urban flooding, wild fires, snow emergencies, and fugitives on the run. This capability can relieve an overburdened emergency operation center during times of disaster.

- **Transparency machine for managing operations:** Tears the veil off agency operations and finances. Shows military base commanders and finance officers the “call and response” habits of key base and departments. Lets leaders understand the true cost of services delivered, and know what the next dollar invested in any operation will bring. Helps map potential consolidations, service integrations, process improvements and reorganizations. A change management engine for leaders.

- **Political leveler/power re-distributor:** Everyone has access. Just as 911 gave all citizens the power to mobilize an entire police department for the price of a phone call, 311 gives that same power for non-emergency services. Not only easy access, but also equal access.

- **Housing tracker for issues and housing utilization:** Analyzing for over/under capacity in addition to scheduling, compliance, and inspections is an extended benefit of the CRM system.
• **Document provider for party out-processing**: Questions can be answered to ensure all documents are completed for out-processing compliance.

Military sector entities can leverage 311/CRM solutions that can scale with their operations, provide for flexibility to meet changing trends quickly, and ultimately provide a superior interaction experience while increasing operational effectiveness and reducing costs.

CRM solutions enable military organizations to service multiple customer types (service members and family) across multiple channels (web, email, fax, phone, in person, etc.) from one enterprise solution. Multi-channel CRM solutions minimize operational costs for organizations through providing this ability in a single architecture rather than multiple solutions for each channel of interaction.

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